**Marketing- International Marketing Project** Prezi Presentation Ch.5

Tobacco sales in the Global Market—background

In the last decade the United States has banned smoking in public places, creating tougher restrictions on advertising. There have been many lawsuits seeking millions of dollars in damages claiming the tobacco companies knew of smoking’s harmful effects while denying those effects publicly. These are just some of the problems facing tobacco companies in the United States in recent years.

Are the giant multinational tobacco companies in financial danger? Probably not, because cigarette use is growing in Asia, Africa, Latin America, Eastern Europe, and in the former Soviet Union. In Asia alone, the world Health Organization estimated at the beginning of the 1990s that smoking would increase by one-third during the decade.

**For this project you will need to find a minimum of 5 ads that depict advertising of tobacco in the United States. You will also need to find a minimum of 3 advertisements from other countries. You will share your interpretation of the advertisements you find in the following ways:**

* **Who is the ad targeting**
* **What type of message is the ad sending to the viewer**
* **Is the ad against smoking or promoting smoking**
* **When comparing ads you should look at some of the older US ads and compare them to current global ads that you find. Are the global ads similar to how tobacco companies used to advertise in the U.S.?**

Various sites you can choose to use to begin your research:

World Health Organization- [www.wpro.who.int/media\_centr/fact\_sheets/fs\_20020523.htm](http://www.wpro.who.int/media_centr/fact_sheets/fs_20020523.htm)

BBC News- <http://news.bbc.co.uk/2/hi/south_asia/3310293.stm>

PUB MED CENTRAL- <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC2679187>

Tobacco Ad Gallery- <http://www,tobaccofreekids.org/adgallery/index.php3?Type=2>

**Project Format:**

You will organize and present your project using the Prezi presentation format.

Log on to [www.prezi.com](http://www.prezi.com) and set up an account.

After my prezi example, you will follow the tutorial tab to learn about this format. Once you begin to organize your prezi the ‘Help’ tab can be used at anytime for questions or assistance.